

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/8

Advertiser Making Request: DCCC

Political Party or  
Nature of Advertising Message: Issue

Flight Dates: 9/18-9/24

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106  
KOM-TV-DT SAINT LOUIS

Great American Media  
1010 Wisconsin Ave NW  
Site 800  
Washington, DC 20007

**Contract # 1352250**  
Schedule Dates 09/18/12-09/24/12  
Advertiser DCCC-Democratic Congressional Campaign Comm  
Agency Great American Media (2231)  
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
Brand 158/DCCC/SCHEDULE A (46609)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Kaufma, Meredith  
Phone/Fax /  
CPE 11/14/1568  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments DCCC/SCHEDULE A  
DCCC/SCHEDULE A  
REP-FRAN BROWN

**Contract # 1352250**

Date Entered 08/08/12  
Last Modified 08/09/12  
Entered By Rita Schmidgall

CO-OP No  
Headline # ECR09785289

Demo A35+  
Order Type Normal

Package Deal  
Commission % 15.00

Net Total \$9,562.50  
Sales Tax

**St Louis (KDNL)**  
By Broadcast Month Spots Rate  
Sep. 2012 25 \$11,250.00  
Grand Total: 25 \$11,250.00

10/450

Comments	Entered
GOOD MORNING AMERICA	8/8/12
PEOPLES COURT	8/8/12
THE VIEW	8/8/12
JUDGE MATHEWS	8/8/12
GENERAL HOSPITAL	8/8/12
THIS WEEK	8/8/12
DANCING	8/8/12
20 / 20	8/8/12
STL NOW ON KDNL@ 10P	8/8/12
NIGHTLINE	8/8/12
ABC SAT NIGHT COLLEGE	8/8/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Accepted-Agency/Advertiser:

Date:

Comments:



KDNL  
1215 Cole St  
St Louis, MO 63106  
KOMU-TV-DT  
SAINT LOUIS

## Contract # 1352250

Schedule Dates 09/18/12-09/24/12

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

Date Entered 08/08/12  
Last Modified 08/09/12  
Entered By Rita Schmidgall  
CO-OP No  
Headline # ECR09785289  
Demo A35+

Order Type Normal  
Package Deal  
Commission % 15.00  
Commission  
Net Total \$1,687.50  
Sales Tax \$9,562.50

**St Louis (KDNL)**  
By Broadcast Month Spots Rate  
Sep. 2012 25 \$11,250.00

Grand Total: 25 \$11,250.00

10450

Great American Media  
1010 Wisconsin Ave NW  
Site 800  
Washington, DC 20007

Millennium/DC, Washington DC (1108)  
Millennium Washington DC  
Kaufma,Meredithe  
/ 11/14/1568  
National/Political Issue Agency BRD

DCCC/SCHEDULE A  
DCCC / SCHEDULE A  
REP-FRAN BROWN

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	10:01P- News-ABC 30 News at 10Pm	1								1	\$175.00	\$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
13.0	Normal Line / Prime Premium	09/20/12-09/20/12	2	:30	8P- ABC-Wipeout (Thursday)									1	\$2,200.00	\$2,200.00	St Louis (KDNL)		8/9/12

1400  
Clerk

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9785289 Ver# 1 Status New  
EC'd Yes

135250

Printed: 08/08/2012 8:20 AM  
Last Received: 08/07/2012 4:24 PM  
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC/SCHEDULE A  
Estimate# 1568  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1568  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

ENTERED  
05

— CONTRACT COMMENT —  
DCCC / SCHEDULE A \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/18-09/24	7A-9A	GOOD MORNING AMERICA	2 :30	\$75.00	TU-F,M	3	1	3	\$225.00
2	09/18-09/24	9A-10A	PEOPLE'S COURT	2 :30	\$200.00	TU-F,M	2	1	2	\$400.00
3	09/18-09/24	10A-11A	THE VIEW	2 :30	\$350.00	TU-F,M	3	1	3	\$1,050.00
4	09/18-09/24	11A-12P	JUDGE MATHIS	2 :30	\$200.00	TU-F,M	2	1	2	\$400.00
5	09/18-09/24	2P-3P	GENERAL HOSPITAL	2 :30	\$250.00	TU-F,M	3	1	3	\$750.00
6	09/23-09/23	10A-11A	THIS WEEK	2 :30	\$350.00	SU	1	1	1	\$350.00
7	09/24-09/24	7P-9P	<del>BAILEY'S PAD</del> <i>Dancing</i>	2 :30	\$2,200.00	M	1	1	1	\$2,200.00
8	09/21-09/21	9P-10P	20 / 20	2 :30	\$800.00	F	1	1	1	\$800.00
9	09/23-09/23	7P-8P	<del>SECRET MILLIONAIRE</del> <i>Comics</i> <del>20 years</del>	2 :30	\$1,400.00	SU	1	1	1	\$1,400.00
10	09/18-09/24	10P-1035P	STL NOW ON KDNL@ 10P	2 :30	\$175.00	TU-F,M	4	1	4	\$700.00
11	09/18-09/24	1035P-1105P	NIGHTLINE	2 :30	\$125.00	TU-F,M	3	1	3	\$375.00
12	09/22-09/22	7P-1030P	ABC SAT NIGHT COLLEGE FITBL	2 :30	\$1,800.00	SA	1	1	1	\$1,800.00

Rep Order# 9785289 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 8:20 AM  
FC'd Yes Last Received: 08/07/2012 4:24 PM

2 of 2

Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC/SCHEDULE A  
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Buyer Meredith Kauffman  
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Agency C/P1/P2/E 11/14/1568  
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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN

Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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—REPORT TOTALS—

Report Totals: 25 / \$10,450.00

—SALES MONTHLY TOTALS—

Sep 12: 25 / \$10,450.00  
Sales Totals: 25 / \$10,450.00  
Station Totals: 25 / \$10,450.00  
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CABL	KDNL	KMOV	KPLR	KSDK
	\$172,442	0%	6%	28%	0%	39%
		26%	UNKN	WRBU		

Books FEB12  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene  
do hereby request station time concerning the following issue:

Democratic Congressional  
campaign committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
				<u>AS ORDERED</u>	

Total Charges:

This broadcast time will be used by: DCCC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCCC

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

group  
-ristie Mark,  
zed COO  
4305outh  
Capitol st.  
Washington, D  
20003

**TO BE SIGNED BY ISSUE ADVERTISER**

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\_\_\_\_\_ Data

**TO BE SIGNED BY ISSUER**



John Doe  
Signature

Auth. media buyer  
Contact Phone Number

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

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**Signature**

---

Printed Name

---

**Title**

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					<i>As ordered</i>

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**